

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application. Please amend the claims as follows:

Listing of Claims:

1. (Currently amended) A method for ~~installing a first software product on a computing device manufacturing software products~~, comprising:
encoding two or more storage media with computer code, wherein each storage medium is encoded with the same computer code, the computer code including:
a first portion that is used during the operation of ~~each of the plurality of the~~ software products after installation on the computer;
a plurality of different second portions, each different second portion associated with a different one of the ~~plurality of~~ software products and used during the operation of only its associated different one of the ~~plurality of~~ software products; and
at least one lookup table, the lookup table associating each different one of the software products with a different product key and different branding information;
packaging ~~at least one of the two or more storage media medium in at least one of a plurality of different in a distribution package packages~~, wherein one ~~the~~ distribution package is associated with only one of the ~~plurality of different~~ software products and is marked with an associated unique product key information and branding information;
packaging ~~at least one other another of the two or more storage media medium in at least one other in a different distribution package, wherein the at least one other~~ different distribution package is associated with ~~one other a different one of the~~ software products and is marked with a different associated product key information and different branding information[[;]].
~~determining that the user is entitled to install the first software product; and~~
~~installing on the computing device at least the first portion of computer code and only one of the plurality of different second portions of computer code, wherein the~~

~~second portion of computer code is associated with the first software product by the lookup table.~~

2. (Currently amended) The method of claim 1, wherein each of the plurality of software products is a distinct version of a software application, each version having distinct runtime behaviors, or a distinct installation, or both.
3. (Canceled)
4. (Canceled)
5. (Canceled)
6. (Canceled)
7. (Canceled)
8. (Canceled)
9. (Canceled)
10. (Currently amended) A method for installing a first version of a software application on a computer comprising:
receiving a command from a user to install software on the computer;
accessing encoding at least one a data storage disc with computer code necessary for installing a plurality of versions of the software application on the computer including the first version, the computer code including:
a primary portion that is used during the operation of each of the plurality of versions of the software application after installation on the computer;

- a plurality of different version-specific portions, each version-specific portion associated with a different version of the software application and used during the operation of only its associated different version; and
~~at least one a~~ lookup table in a file on the ~~at least one~~ data storage disc, the lookup table identifying a different product key with each different version ~~one~~ of the ~~plurality of different~~ software application ~~versions~~ on the ~~at least one~~ data storage disc;
- ~~packaging at least one data storage disc in at least one of a plurality of different distribution packages, wherein one distribution package is associated with only one of the plurality of different software application versions and is marked with product key information and branding information;~~
- ~~packaging at least one other data storage disc in at least one other different distribution package, wherein the at least one other different distribution package is associated with one other different software application version and is marked with different product key information and different branding information;~~
- ~~requesting the product key information, wherein the product key information is located on packaging, and wherein each different version of the software application is packaged in unique packaging;~~
- ~~receiving the product key information, the product key information identifying the first version; and~~
- ~~installing the primary portion of computer code and only the version-specific portion of computer code associated with the first version, wherein the version-specific portion of computer code is associated with the first version by the lookup table.~~
11. (Currently amended) The method of claim 10, wherein the ~~at least one~~ data storage disc ~~includes is part of~~ a plurality of data storage discs and wherein accessing further comprises:
accessing at least two of the plurality of data storage discs.

12. (Currently amended) The method of claim 10, wherein each different version of the software application ~~is distinct from the other versions~~ and has distinct runtime behaviors~~[,]~~ and distinct installation behaviors, ~~or both~~.
13. (Currently amended) The method of claim 10 wherein receiving a command from the user further comprises:
receiving a command to execute an installer stored on the ~~at least one~~ data storage disc;
and
executing the installer.
14. (Currently amended) The method of claim 10, wherein installing the computer code further comprises:
receiving input of the product key information;
decrypting the product key information; and
extracting information from the decrypted product key information that identifies the first version.
15. (Canceled)
16. (Currently amended) The method of claim 10, wherein installing the computer code further comprises:
validating a digital signature contained in the product key information; and
installing the first version only if the digital signature can be validated.
17. (Canceled)
18. (Currently amended) The method of claim 10, wherein installing the computer code further comprises:
writing data to a registry maintained on the computer, wherein the data is specific to the first version.

19. (Currently amended) A method of distributing a plurality of software products to consumers comprising:
storing, on at least one of a plurality of storage media, identical copies of computer code, each copy including:
a common portion of computer code required to install and execute all of the plurality of software products;
a plurality of second portions of computer code each required to install and execute a different one of the plurality of software products, wherein each different software product has a distinct set of installation and runtime behaviors; and
a lookup table that associates each different software product with a different product code, [[its]] a distinct set of installation and runtime behaviors, and different entitlement information;
providing consumers access to an installer that, upon receipt of entitlement information, will install installs the common portion of [[the]] computer code and a [[the]] second portion of computer code associated only with [[the]] a software product identified by the entitlement information, wherein the lookup table associates the second portion of [[the]] computer code with the software product ~~based on~~ identified by the entitlement information; and
distributing at least one of the plurality of storage media to each consumer.
20. (Currently amended) The method of claim 19 wherein providing consumers access to the installer further comprises:
providing consumers access to [[an]] the installer by storing the installer on each of the plurality of storage media.
21. (Canceled)
22. (Previously presented) The method of claim 19 further comprising:
providing a first consumer with entitlement information associated with a first software product.

23. (Currently amended) The method of claim 19 further comprising:
packaging at least some of the storage media in distribution packages having markings
that indicate that the storage media in the distribution packages contains only a
first software product;
providing a first product key with the distribution packages of each of the at least some
storage media, each first product key associated with the first software product
indicated on the packaging;
packaging at least some of the storage media in other distribution packages having
markings that indicate that the storage media in the distribution packages contains
only a second software product; and
providing a second product key with the other distribution packages, the second product
key associated with the second software product indicated on the packaging.
24. (Currently amended) The method of claim 19, wherein providing consumers access to
the installer further comprises:
providing access to the installer via a network connection, the installer stored on a remote
server.
25. (Canceled)
26. (Currently amended) The method of claim 19, wherein the lookup table identifies a
distinct user interface to be displayed by each different software product during runtime.
27. (Currently amended) The method of claim 19, wherein the lookup table identifies
distinct end user license agreements that include the rights of the end user of each
different software product.
28. (Currently amended) The method of claim 19, wherein the lookup table identifies
distinct installation procedures to be followed during installation of each different
software product.

29. (Canceled)

30. (Currently amended) A method of distributing a plurality of versions of a software application to consumers comprising:

associating ~~at least one~~ a distinct product key with each different version of the software application, wherein each different version of the software application has distinct runtime behaviors and distinct installation characteristics;

creating a plurality of storage media, each including identical copies of computer code, each copy including:

a version-specific portion of computer code required to install [[a]] each different version one of the plurality of versions of the software application;

a common portion of the computer code necessary to install all of the plurality of versions of the software application; and

a lookup table that associates ~~a~~ the distinct product key with the distinct ~~set of~~ runtime behaviors and the distinct installation characteristics for each different version of the software application;

packaging at least one of the plurality of storage media in at least one of a plurality of different distribution packages, wherein each distribution package is associated with only one of the different versions of the software application and is marked with associated product key information and branding information;

packaging at least one other of the plurality of storage media in at least one other different distribution package, wherein the at least one other different distribution package is associated with one other different version of the software application and is marked with other associated ~~different~~ product key information and different branding information;

providing an installer that, upon receipt of the distinct product key, will install the common portion of the computer code and the version-specific portion of computer code associated only with that version of the software application associated with the distinct product key, wherein the lookup table associates the

version-specific portion of computer code with each different version of the software application based on the distinct product key; and distributing at least one of the plurality of storage media to each consumer.

31. (Currently amended) The method of claim 30 wherein the plurality of storage media comprises ~~a plurality of~~ sets of one or more storage discs.
32. (Currently amended) The method of claim 30 further comprising: providing the ~~different~~ distinct product key to each consumer.
33. (Canceled)
34. (Canceled)
35. (Canceled)
36. (Currently amended) The method of claim 30, wherein the providing the installer operation further comprises: storing the installer on the plurality of storage media with the computer code.
37. (Canceled)
38. (Currently amended) The method of claim 30, wherein the lookup table identifies distinct text to be displayed by each different version of the software application during runtime.
39. (Currently amended) The method of claim 30, wherein the lookup table identifies distinct end user license agreements that dictate the rights of [[the]] an end user of each different version of the software application.

40. (Currently amended) The method of claim 30, wherein the lookup table identifies distinct installation procedures to be followed during installation of each different version of the software application.
41. (Canceled)
42. (Currently amended) A computer storage media comprising:
computer code necessary to install any version of a ~~plurality of versions~~ of a software application including ~~at least~~ a first portion of computer code that is necessary to install all of the ~~plurality of~~ versions of the software application and a plurality of second portions, each second portion necessary to install a distinct one of the ~~plurality of~~ versions of the software application;
a file containing ~~at least one~~ a lookup table that associates each version of the software application with a different ~~one of a plurality of~~ product key keys, wherein each version of the software application is packaged in different packaging, and wherein the different product key is located on the different packaging; and
an installer that, when executed by a computer, requests the product key and installs one of the versions of the software application based on the product key given in response to the request.
43. (Canceled)
44. (Previously presented) The computer storage media of claim 42, wherein the at least one lookup table identifies each version of the software application as a distinct set of behaviors of the software application.
45. (Previously presented) The computer storage media of claim 44, wherein the at least one lookup table comprises:
a SKU table that associates each product key with a brand in a branding table and a map in a mapping table;

the mapping table that associates each map with an end-user license agreement (EULA) identifier;
the branding table that associates each brand with distinct text to be used during installation or runtime of the software product; and
an EULA table associating each EULA identifier with an EULA.

46. (Previously presented) The computer storage media of claim 42 packaged with the product key associated with one of the plurality of versions of the software application.
47. (Currently amended) The computer storage media of claim 42 packaged in packaging indicating that only a first version of the software application is contained in the packaging ~~on the computer storage media~~.
48. (Previously presented) The computer storage media of claim 47 wherein the packaging includes the product key specific to the first version of the software application.
49. (Currently amended) A computer storage media readable by a computing system and encoding a computer program of instructions for executing a computer process for installing a first version of a software application on a computer, said computer process comprising:
receiving a command from a user to install software on the computer;
accessing ~~at least one~~ a data storage disc having computer code necessary for installing a plurality of versions of the software application on the computer including the first version, the computer code including a primary portion that is used during the operation of each of the plurality of versions of the software application after installation on the computer and a plurality of different version-specific portions, each version-specific portion associated with a different version of the software application and used during the operation of only its associated different version;
providing ~~at least one~~ a lookup table in a file on the at least one data storage disc, the lookup table associating a different product key with each one of the plurality of versions on the ~~at least one~~ data storage disc;

requesting the product key information;
receiving the product key information, the product key information identifying the first version; and

installing the primary portion of computer code and only the version-specific portion of computer code associated with the first version, wherein the version-specific portion of computer code is determined by the lookup table.

50. (Currently amended) The computer storage media encoding instructions for executing the computer process of claim 49, wherein the ~~at least one~~ data storage disc includes a plurality of data storage discs and wherein accessing the storage disc further comprises: accessing at least two of the plurality of data storage discs.
51. (Currently amended) The computer storage media encoding instructions for executing the computer process of claim 49, wherein each version is ~~distinct from the other versions~~ and has distinct runtime behaviors~~[,]~~ and distinct installation behaviors, ~~or both~~.
52. (Currently amended) The computer storage media encoding instructions for executing the computer process of claim 49 wherein receiving the command from the user further comprises:
receiving a command to execute an installer stored on the ~~at least one~~ data storage disc;
and
executing the installer.
53. (Currently amended) The computer storage media encoding instructions for executing the computer process of claim 49, wherein installing the computer code further comprises:
receiving input of the product key information;
decrypting the product key information; and
extracting information from the decrypted product key information that identifies the first version.

54. (Canceled)
55. (Currently amended) The computer storage media encoding instructions for executing the computer process of claim 49, wherein installing the computer code further comprises:
validating a digital signature contained in the product key information; and
installing the first version only if the digital signature can be validated.
56. (Currently amended) The computer storage media encoding instructions for executing the computer process of claim 49, wherein installing the computer code further comprises:
copying only the computer code necessary to install the first version from the ~~at least one~~ data storage disc to the computer.
57. (Currently amended) The computer storage media encoding instructions for executing the computer process of claim 49, wherein installing the computer code further comprises:
writing data to a registry maintained on the computer, the data specific to the first version.
58. (Currently amended) A method for installing a first version of a software application on a computer comprising:
receiving a command from a user to install software on the computer;
accessing ~~at least one~~ a data storage disc having computer code comprising:
a version-specific portion necessary for installing each version of a plurality of versions of the software application on the computer including the first version,
a primary portion that is used during the operation of all of the plurality of versions of the software application after installation on the computer, and
a SKU file containing encoded licenses and behavior information for each of the plurality of versions, wherein the SKU file includes ~~at least one~~ a lookup

table, and wherein the lookup table identifies a different product key with each of the ~~plurality of versions of the software application;~~ requesting ~~the~~ product key information; receiving the product key information, the product key information identifying the first version; installing the primary portion of computer code and the SKU file; and installing the version-specific portion associated with the first version, wherein the SKU file enables the proper license and behavior information for the first version.

59. (Canceled)
60. (Previously presented) The method of claim 58, wherein installing the primary portion of computer code and the SKU file further comprises:
decoding a first license for the first version of the software product from the SKU file to create a decoded license; and
copying the decoded license for the first version of the software ~~product~~ application to a license store on the computer.
61. (Canceled)
62. (Currently amended) The method of claim 58, wherein enabling the proper behavior information further comprises:
enabling branding text for the first version to be displayed during runtime, the branding text stored in the SKU file.
63. (Currently amended) The method of claim 58, wherein the ~~at least one~~ data storage disc includes a plurality of data storage discs and wherein accessing the data storage disc further comprises:
accessing at least two of the plurality of data storage discs.

64. (Currently amended) The method of claim 58, wherein each of the versions is distinct from the other versions and has distinct runtime behaviors [[or]] and distinct installation behaviors, or both.
65. (Currently amended) The method of claim 58, wherein receiving the command from the user to install further comprises:
receiving a command to execute an installer stored on the ~~at least one~~ data storage disc;
and
executing the installer.
66. (Currently amended) The method of claim 58, wherein installing comprises:
receiving input of the different product key;
decrypting the different product key; and
extracting information from the decrypted different product key that identifies the first version.
67. (Canceled)
68. (Currently amended) The method of claim 58, wherein installing further comprises:
validating a digital signature contained in the product key information; and
installing the first version only if the digital signature can be validated.
69. (Currently amended) The method of claim 58, wherein installing further comprises:
copying only the computer code from the SKU file necessary to install the first version from the ~~at least one~~ data storage disc to the computer.
70. (Currently amended) The method of claim 58, wherein installing further comprises:
writing data from the SKU file to a registry maintained on the computer, wherein the data is specific to the first version.